

FLATTMANN FILES

August 2024

“Quality Is No Accident”

Tackling the Mountains of Misconception

The Uphill Battle of Personal Injury Law for Lawyers and Clients

Whether you're a lawyer or a client, there are always uphill battles we have to face. This month brings another unique holiday, National Mountain Climbing Day, on Aug. 1, and it reminds me of some pretty steep climbs I've faced — not on actual mountains, though. Southeast Louisiana is as flat as they come! But the challenges? They're definitely mountain-size, especially when it comes to battling the misconceptions about what personal injury attorneys really do.

I've been to places like the Rocky Mountains and the Appalachian Mountains near Chattanooga, Tennessee. Those trips left a lasting impression with stunning views that literally made my kids' jaws drop. These adventures made me appreciate the analogy of climbing mountains in my professional life. But appreciating those magnificent views doesn't make overcoming those metaphorical mountains much easier!

Here in one of Louisiana's most conservative parishes, the view on personal injury lawyers can be, well, less than favorable. It's a great place with hardworking, honest folks, but let's just say the flashy lawyer ads on daytime TV haven't done us any favors. I constantly have to explain that I'm not one of "those" lawyers. Not to sound snooty, but some attorneys hold themselves to a higher standard with solid morals and genuine compassion.

What I really do is help people whom insurance companies have unfairly treated. I want to ensure they get the justice they deserve,



Scan the QR code to check out this YouTube video

not just a quick paycheck. I recently made a YouTube video about how important it is to maintain our values while handling personal injury cases. We're all about integrity, working diligently for our clients, and sticking to the facts.

We don't exaggerate injuries or rush to settle cases, and no, I don't hand out neck braces at the door! It's all about giving our clients the time they need to recover properly and get a fair deal, not just the first offer thrown their way. Here, my team and I understand that clients recovering from an accident are climbing their own mountains, and that's why we're here every step of the way. From the moment someone walks through our door until we wrap up their case, my team and I are right there with them, supporting them like they're family. We even keep in touch after the case closes!

I've also put a lot of effort into preventing accidents before they happen, regularly posting safety tips and guides on social media. It's all part of our commitment to the community and doing our best to help you avoid these uphill battles as much as we can.

For anyone facing their own uphill battles, remember that it's all about sticking to your principles, being there for others, and continuously proving your worth through actions — not just words.

Are you curious about how we keep our standards high at my firm? Scanning the QR code above will allow you to check out our YouTube video "How Does Flattmann Law Maintain Values

While Handling Personal Injury Cases?" Here's to tackling our personal mountains, staying true to ourselves, and always aiming higher.



-Grady Flattmann

Brand Mascots That Stand the Test of Time

Brand mascots can make a surprisingly deep cultural impression. Some, such as GEICO's famous talking gecko, have become almost universally recognizable. Others, such as the M&M spokescandies, evoke a backlash that banishes them to oblivion. Those with warmth and personality tend to last because they spark pleasant emotions, according to a survey of 1,630 people by Crestline Promotions.

The most enduring brand mascots, such as the iconic Betty Crocker, manage to evolve with the cultural zeitgeist. The mythical homemaker was invented in 1921 by the predecessor company to General Mills. In the Flapper Era, she became a radio personality, then evolved into a World War II-era heroine creating recipes for homemakers beset by food rationing. From the 1950s through the 1990s, she morphed from a friendly, curly-coiffed homemaker to a stylish Jackie Kennedy lookalike and then to an increasingly confident career woman. The 2022 publication of the 13th edition of Betty Crocker's famous cookbook attests to her astonishing longevity.

Another enduring mascot, the Quaker Oats Man, originated in 1877. His pleasant visage, which leaves nothing to dislike, is one reason he has served as the Quaker brand image for over a century. Most people say the Quaker Man was adopted because of the denomination's values of integrity, honesty, purity, and

strength. Today, he endures as a slimmed-down version of his former portly self, with a more genial smile.

Other mascots have been sidelined after colliding head-on with cultural trends. Ronald McDonald debuted in national TV ads in 1965, and Generation X grew up with him. By 2016, however, Ronald was under fire for persuading small children to eat unhealthy food. After reports of creepy clown sightings further darkened his image, McDonald's benched him. Today, Ronald is mainly confined to promoting Ronald McDonald House Charities, the nonprofit that provides housing for families with seriously ill children.

Other once-popular mascots have ended up on the ash heap. Aunt Jemima, the figure who adorned millions of boxes of pancake mix, was abandoned as a caricature from the era of slavery. The same fate befell Uncle Ben of Uncle Ben's Rice. The company tried to salvage Uncle Ben by promoting him to chairman of the board, but they eventually deemed his image beyond repair.



America's Wackiest Traffic Laws

STEER CLEAR OF THESE ODDITIES ON YOUR NEXT ROAD TRIP

As you buckle up and hit the road across the U.S., you might want to brush up on more than just your driving skills — some local traffic laws are as quirky as the attractions dotting the country. From the bizarre to the downright hilarious, cruise through four of the weirdest traffic laws that could have you scratching your head or chuckling all the way to your next stop.



California's Speedy Ghost Cars

Head to California, where no vehicle without a driver may exceed 60 mph. Yes, even those futuristic self-driving cars have to obey the speed limits. It's an interesting precaution against our potential AI driver's need for speed and flipping into joyride mode.

Denver's Color Coordinated Sundays

In Denver, Colorado, black cars are banned on Sundays. The origin of this law is murky, but it adds an extra layer of consideration for your Sunday drive. You'd better pick a different color for a leisurely weekend cruise.

Oklahoma's Driving Distractions

Put down the comic books if you're driving through Oklahoma. It's illegal to read them while driving, which sounds reasonable enough considering the focus required to operate a vehicle safely. Save

Spider-Man and Superman for later, and keep your eyes on the road!

Drunk Driving ... by Association?

Strangely enough, in Texas, any driver who is within arm's reach of alcohol while driving is breaking the law, and this includes a passenger's bloodstream! So, Texas drivers must think twice before offering their tipsy buddies a ride home. As for Virginia, drunk passengers can also receive a DUI if they're riding with an intoxicated driver! So, always call an Uber if you and your buddy have had a drink or two.

Whether born from safety concerns or legislative sessions that got wildly out of hand, these rules add a dose of humor to road-tripping across the U.S. Remember these oddities as you navigate the highways and byways — they're not just funny anecdotes but actual laws that could impact your journey!

TAKE A ***BREAK***

5			6			1		
6		2	9					
				8			3	
4			5				8	
2	3			9			5	4
	5				8			7
	4			3				
					9	7		1
		7			6			5

SOLUTION

8	2	7	4	1	6	1	1	2	2
3	6	5	8	2	9	7	4	1	
1	4	9	7	3	5	5	8	6	2
9	5	6	3	4	8	2	1	7	
2	3	8	1	9	7	6	5	4	
4	7	1	5	6	2	2	9	8	3
7	9	4	2	8	1	5	3	6	
6	1	2	9	5	3	4	7	8	
5	8	3	6	7	4	1	2	9	



LIME CHICKEN WITH CORN AND POBLANO SALAD

Inspired by PureWow.com

Ingredients

Chicken

- 3 tbsp olive oil
- 1 cup all-purpose flour
- 1 1/2 tsp garlic powder
- 1/2 tsp cayenne pepper
- 1 1/2 tsp salt
- 3/4 tsp black pepper
- Zest of 1 lime
- 8 chicken thighs

Corn and poblano salad

- 2 tbsp olive oil
- 2 poblano peppers, diced
- 2 garlic cloves, minced
- 1 14-oz can of corn
- 4 scallions, minced
- Juice of 2 limes
- 1/3 cup chopped cilantro
- Salt and pepper

Directions

1. Preheat oven to 400 F.
2. In a large oven-proof skillet, heat olive oil over medium heat.
3. In a bowl, whisk flour, spices, and lime zest. Dredge chicken in the mix to coat.
4. Add chicken, skin-side down, to skillet, then place skillet in the oven for 30–35 minutes.
5. In a medium skillet, heat olive oil and add poblanos. Sauté 4–5 minutes. Add garlic and sauté for another minute.
6. In a bowl, add poblano mix, corn, scallions, lime juice, and cilantro, toss and serve with the chicken.

The Pitfalls of Providing Solutions

How to Help Our Children Solve Problems Independently

Our children will encounter countless challenges and complex problems throughout their lives. As parents, we want nothing more than to put them on the right track and help them find solutions, but we might not always take the best approach. Often, we try to give them the answers to the problems they're facing to provide support. While this helps them overcome the obstacle, it could also stunt the development of their problem-solving skills.



Let's say your toddler is working on a puzzle. They keep placing pieces in the wrong spot and grow frustrated when nothing fits properly. You may want to offer a helping hand and direct them to the pieces they need, but this isn't going to help them in the long run. Any time they encounter a problem, they'll look to others for a solution. Instead, encourage and support them by saying something like, "Those puzzles can be hard, but you'll get the hang of it." That encouragement will help them push through the challenge until they figure out the solution independently.

You can use this same tactic throughout your children's lives. When they're learning to read and experience difficulty pronouncing words, encourage them to sound them out instead of telling them directly how to pronounce them. When teenagers struggle with a friendship, don't offer solutions that may have worked for you in the past; simply confirm their feelings and tell them you've had similar experiences.

By supporting your kids' efforts and affirming their feelings, you're empowering them to problem-solve and overcome any obstacles in their path. It's not easy watching your children struggle with problems, but they must work out solutions independently or else they will likely struggle to form solutions well into adulthood.

The next time your child comes to you with a problem, or you notice them struggling on their own, try to offer support instead of a solution. It can go a long way toward their personal growth!



GRADY J. FLATTMANN
ATTORNEYS AT LAW, LLC

“Quality Is No Accident”

Flattmann Law
(985) 590-6182
FlattmannLaw.com

213 W. 21st Ave.
Covington, LA
70433

PRST STD
US POSTAGE
PAID
BOISE, ID
PERMIT 411

INSIDE THIS ISSUE

1 Overcoming Peaks and Valleys
Whether You’re an Attorney or Client

2 Brand Mascots in the Shifting Sands of Culture
Bizarre Traffic Laws You Won’t Believe Exist!

3 Lime Chicken With Corn and Poblano Salad
Why Kids Need Support, Not Solutions

4 Legal Showdowns Highlight Power of a
Performer’s Name

The War of the Jelly Rolls

BAND BATTLES IN COURT

Country singer and rapper Jelly Roll has risen to fame in recent years, winning Best New Artist honors at the 2023 Grammy Awards. But Jelly Roll has run into some unlikely opposition on the way to the top — from Jellyroll.

You read that right. A Pennsylvania band called Jellyroll is suing Jelly Roll over charges



that the famous entertainer violated the band’s trademark. The band Jellyroll claims in court papers to have performed at various celebrations and charitable events for more than 40 years, including an appearance at the White House during the presidency of George W. Bush. Jellyroll claims to have begun using the name in the 1980s, before Jelly Roll, whose birth name is Jason Bradley DeFord, was even born. Jelly Roll says his mother gave him his stage name as a young child.

Now that Jelly Roll has risen to fame, members of Jellyroll say they must work much harder to be discovered for performance opportunities. According to court papers, Jelly Roll surfaces 18–20 times in internet search rankings before any user even sees a first mention of the Pennsylvania dance band.

Other famous bands have clashed in trademark disputes. Original members of

The Beach Boys sued each other over the use of their iconic band’s name after they split up, although they eventually settled the dispute. Members of the rock band Van Halen sued one member’s ex-wife, who had taken and kept her ex-husband’s surname, for using the band’s name for her interior design company. (The ex-wife eventually prevailed.) In another case, The Stone Temple Pilots and their former lead singer sued and countersued each other over alleged misappropriation of the band’s trademarked name.

In the battle of the jelly rolls, Jellyroll is seeking to force Jelly Roll to change his name. Meanwhile, Jelly Roll has gone on a concert tour and is no doubt soaring even further past Jellyroll in web searches. Mandy Kay Schendel, a Seattle area influencer and public relations specialist, described the situation on TikTok as the most unique trademark battle she has seen. “This lawsuit is honestly very dramatic,” she says, “and I love it.”